

HALIFAX AREA ADVERTISING AUTHORITY

Regular Meeting

**Hilton Daytona Beach Oceanfront Resort, 101 North Atlantic Avenue, Daytona Beach, FL 32118
July 17, 2019 at 2:00 p.m.**

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Board Members Present:

Linda Bowers, Androse Bell, Jim Berkley, John Betros, Steve Farley, Libby Gallant, Josh Harris, Blaine Lansberry, Samir Naran, John Phillips, and Lisa Shavatt

Board Members Absent:

None

Guests:

Jim Abbott, Patrick Blankenship, Kevin Bowler, Carl Brigandi, John Cameron, Lou Cantin, Jay Cassens, Bob Davis, Christie DeAntonio, Evelyn Fine, Alfredo Gonzalez, Andy Kovan, Elizabeth Murphy, Norm Patel, Connor Rand, Ryan Ronk, Brian Rothwell, Barry Sanders, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Chuck Grimes, Kate Holcomb, Linda McMahon, and Jennifer Sims

CALL TO ORDER

Linda Bowers called the meeting to order at 2:03 p.m. and attendance was taken by Jennifer Sims.

Prior to addressing the Consent Agenda, Bowers thanked the past officers for serving on the HAAA Board. Libby Gallant - Board Chair, Blaine Lansberry - Board Vice-Chair, and Steve Farley Board Secretary/Treasurer.

1. Consent Agenda

No items on the Consent Agenda were pulled for discussion.

Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Consent Agenda.

STEVE FARLEY MADE A MOTION TO APPROVE THE CONSENT AGENDA. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 11-0.

2. »Finance & Human Resources *

a) May 2019 Board Financial Packet *

Chuck Grimes reported on the May 2019 financials provided in the attached packet.

Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the May 2019 Finances.

JOHN BETROS MOTIONED TO APPROVE THE MAY 2019 BOARD FINANCIALS. LISA SHAVATT SECONDED THE MOTION. MOTION PASSED 11-0.

3. »2019-2020 Budget and Marketing Plan Approval*

Lori Campbell Baker reminded the board that the 2019-2020 Budget and Marketing Plan was vetted at the June 2019 Budget Workshop. One item, direct mailings, was added to the Marketing Plan at the request of the board.

Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the 2019-2020 Budget and Marketing Plan.

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STEVE FARLEY MOTIONED TO APPROVE THE 2019-2020 BUDGET AND MARKETING PLAN. LISA SHAVATT SECONDED THE MOTION. MOTION PASSED 11-0.

4. Annual Tourism Events Update

a) Symetra Tour Championship

Kay Galloway reminded the board that the \$25,000 for Symetra is part of the annual tourism event budget. Ryan Ronk and Kevin Bowler reported on the 2018 Symetra Tour Championship. 2018 had 700 room nights from caddies and families, 442 room nights from players and 291 host housing room nights. Advertising dollars went towards digital media campaigns, a Facebook campaign, and TV with the Golf Channel. Symetra Tour Championship will be September 28 – October 7, 2019. Advertising dollars will go towards digital media campaigns, Facebook campaigns, TV with the Golf Channel, and billboards.

b) Challenge DAYTONA Triathlon

Lou Cantin requested \$15,000 for the Challenge DAYTONA Triathlon. In 2018, 1,534 athletes had registered representing 24 countries and 41 states. The Board expressed some concerns regarding some of the information provided on the application, such as:

- The \$150 per night room rate listed on the application, when according to reports from Mid-Florida Marketing the area average room rate was under \$99 in December.
- Host hotel information. Application says none although website lists two.

The Board did not withdraw support but requested that Cantin return to the HAAA Board in September and present again with updated/corrected information including:

- Updated rate, radius, and room night information
- The amount of additional money being spent on marketing the event in 2019 year over 2018
- Specifics on how the CVB (e.g. logo, links) will be included in the event marketing

Cantin will also work with Mid-Florida Marketing to create a survey tool that will be given to all participants prior to receiving their registration packet.

5. The Brandon Agency

a) 2018-2019 Campaign Update

Andy Kovan, Christie DeAntonio and Shelby Selner presented the campaign update as included in the attached document.

b) »2019-2020 Campaign Media Plan*

Selner presented the campaign media plan as included in the attached document.

Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the 2019-2020 Campaign Media Plan.

LIBBY GALLANT MADE A MOTION TO APPROVE THE 2019-2020 CAMPAIGN MEDIA PLAN. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 10-0.

6. Partner Updates

a) Ocean Center

Patrick Blankenship reported on the June-July updates for the Ocean Center. The new marquee is working, LED replacement has started, and space is being renovated to add two lactation rooms. In June, the Center saw 29,000 attendees and 7,800 room nights. July has 18,000 attendees on the books with 6,000 room nights. August has 10,000 attendees on the books with 2,200 room nights. The Ocean Center is working with CVB staff to retarget business they previously had to turn away due to room availability in July now that the Coke Zero Sugar 400 is moving from the Independence Day holiday weekend to August in 2020.

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b) Daytona Beach International Airport

Jay Cassens reported that numbers for May were only down 5% even though JetBlue was 12% of the airports market share. Delta Airlines was up 3% and American Airlines was up more than 20%. March 2019 was the airports highest month in the last 22 years. FDOT did an economic impact study this year; the airport brought in \$2.1 billion compared to \$1.2 billion five years ago. Daytona Beach International Airport was given an award for the Best Small Airport at a recent Air Service Conference.

7. Unfinished Business

a) Mid-Florida Marketing & Research – May 2019 OCC/ADR

Evelyn Fine reported that in May there was a 17% overall increase in occupancy and a 3% decline in ADR, which resulted in a 13% RevPar. Fine clarified that the occupancy rate in Mid-Florida's reports is based on actual available room nights available. For example, if a hotel has rooms off-line for renovation, those rooms are removed from the total available rooms. Sectors with less than 6 properties are not reported on. In addition to the average, the high and low occupancy rates are always included.

b) »The Brandon Agency Contract*

Galloway noted that this is an amendment to the current contract due to: a change in deliverables; clarifying the monthly retainer based on a \$3.255 million budget; adding an option to renew an additional two years at one year increments; and lowering the annual production cost to \$100,000 from \$200,000.

Naran questioned if the CVB should be listed on the contract. Elizabeth Murphy stated that since the CVB is an authority of the County, it is covered.

Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the amendment to The Brandon Agency Contract.

LISA SHAVATT MADE A MOTION TO APPROVE THE AMENDMENT TO THE BRANDON AGENCY CONTRACT. ANDROSE BELL SECONDED THE MOTION. MOTION PASSED 10-0.

c) » Insurance*

Directors and Officers insurance is not needed separately, it is covered under the County policy. Elizabeth Murphy stated that the County is self-insured, and the first \$500,000 of exposure is covered by the County. The Excess Liability Policy that covers public officials and employees up to \$2 million. The \$500,000 is not a deductible – the claims within that \$500,000 area would be adjusted by the in-house claims adjuster and defended by the County Legal department.

8. New Business

Welcome to Rockville, a 3-day music festival, is moving to Daytona Beach May 8-10, 2020. VISIT FLORIDA is working with destinations around the state to hold meetings with community and industry leaders. A meeting is being planned for August in Daytona Beach.

9. Public Participation

There being no further business or public participation the meeting was adjourned at 4:28 p.m.

Respectfully Submitted,
Jennifer Sims, Marketing Systems Manager

CAMPAIGN UPDATE

April - May 2019

July 17, 2019

WEBSITE PERFORMANCE

APRIL - MAY 2019

- Sessions increased across most channels with Organic Search and Paid Social being the top two channels. Paid Social and Third Party Email campaigns saw some of the highest increases in sessions YoY (+171% and +322%, respectively).
- All of the lead goals increased significantly compared to last year:
 - Visitor Guide downloads increased 124%
 - Enter to Win signups increased 115%
 - Newsletter signups increased 153%
 - Visitor Guide by mail requests increased 15%

Metric	This Year	vs. Previous Year
Sessions	589,485	Up 41.4%
Pages/Session	2.09	Down 10.7%
Time on Site	01:37	Down 11.3%
Bounce Rate	63.2%	Up 8.5%
Website Leads*	6,841	Up 89.9%

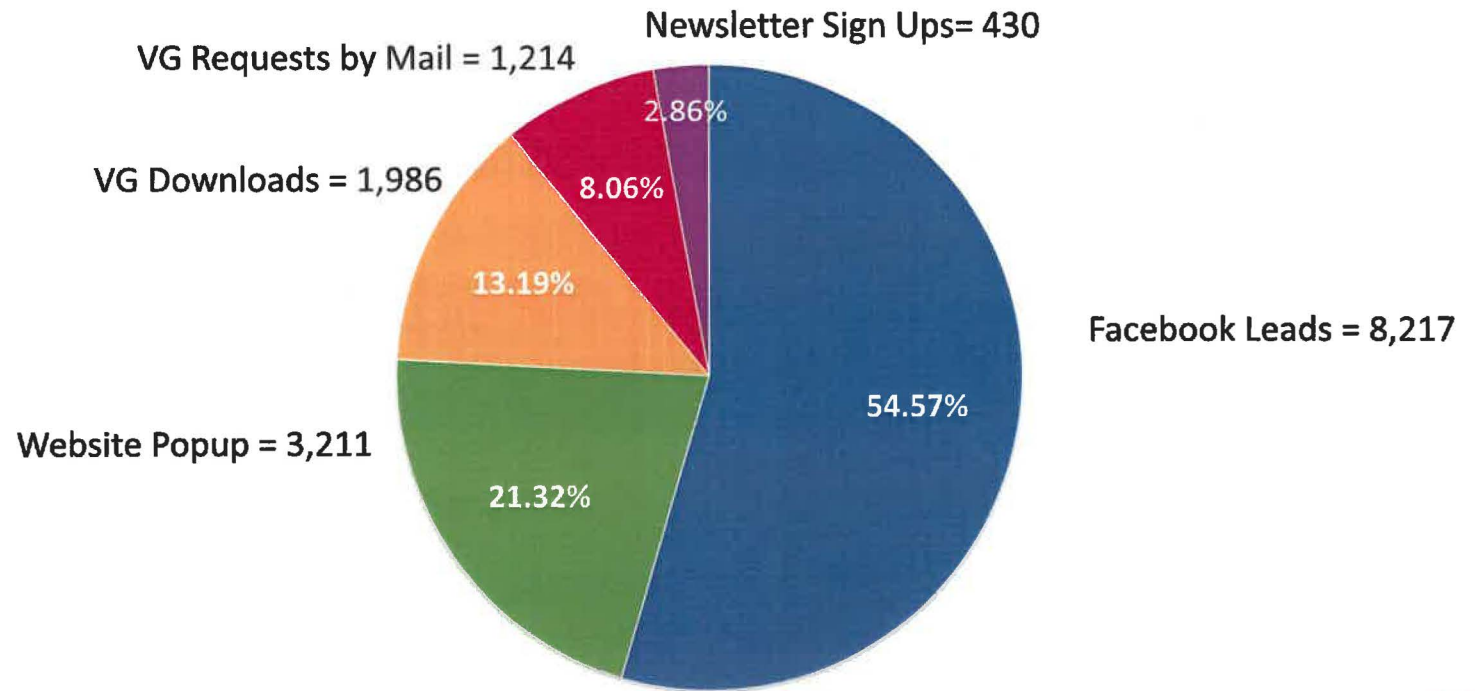
*Website Leads include Visitor Guide downloads, Newsletter signups, Visitor Guide requests by mail, and Enter to Win popup sign ups.



EMAIL AND VISITOR GUIDE LEADS APRIL - MAY 2019

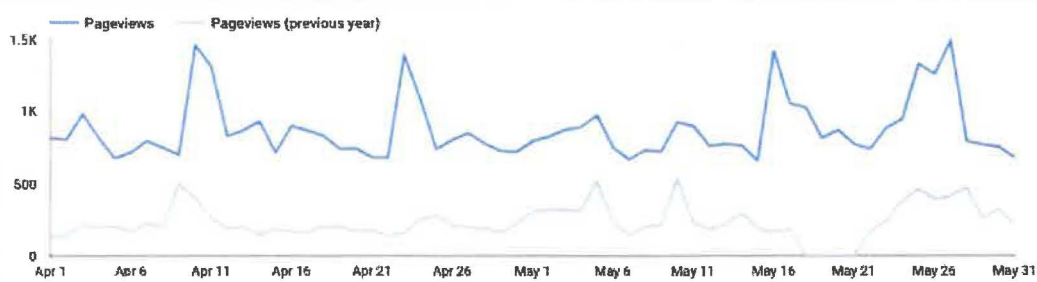
TOTAL LEADS = 15,058

57% increase vs.  previous year
(9,593 leads in April - May 2018)



BLOG PERFORMANCE APRIL - MAY 2019

Blog Page Views



Blog views and blog pages continue to be significantly higher than last year:

- Entrances - up 355%
- Page views - up 275%
- Avg. time on page - up 16%
- People who landed on blog pages generated 271 leads - up 984%.

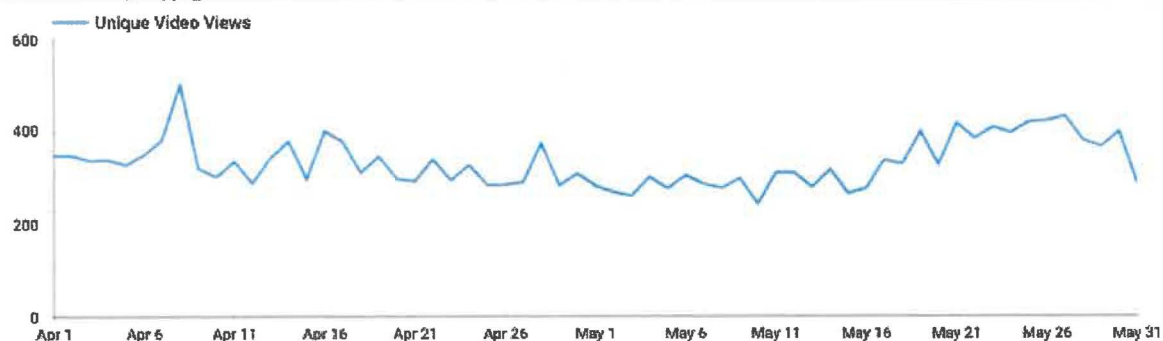
Top Viewed Blog Posts

Blog Post URL	Page views
/blog/post/6-beach-bars-with-live-music-in-daytona-beach/	2274
/blog/post/refuel-with-a-meal-at-one-of-these-one-daytona-restaurants/	2030
/blog/post/5-cant-beat-brunch-spots-in-daytona-beach/	1640
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach/	1532
/blog/post/plenty-of-parking-at-daytona-beach/	1444
/blog/post/3-top-spots-for-daytona-beach-fireworks/	1427
/blog/post/5-fishing-spots-in-daytona-beach-every-angler-should-know-about/	1406
/blog/post/itinerary-daytona-beach-is-the-festival-capital-of-florida/	1376
/blog/post/wheels-or-walk-where-to-drive-your-car-on-daytona-beach/	1319
/blog/post/4-foodie-favorites-in-the-daytona-beach-area/	1300



VIDEO PERFORMANCE APRIL - MAY 2019

Video Views



A total of 15,990 users viewed the videos on the website.

The most popular video was Daytona Beach, FL - Virtual Paradise on the Live Web Cam page (12% of all video views).

Top Viewed Videos

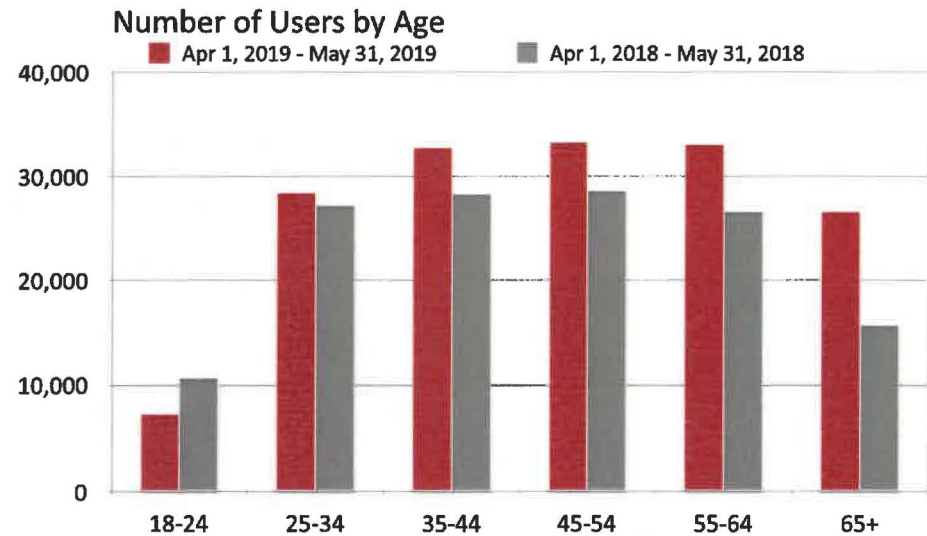
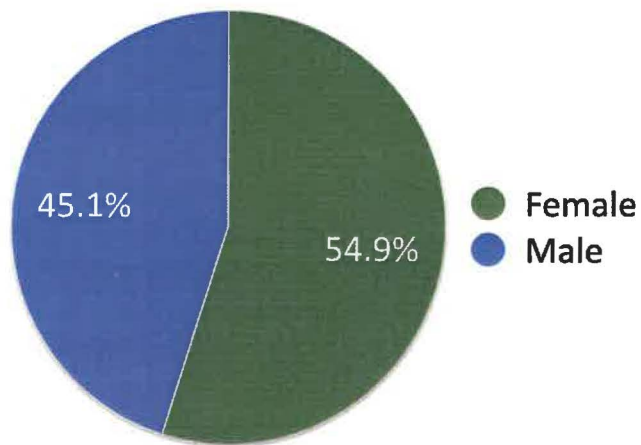
Video Title	Unique Views
Daytona Beach, FL - Virtual Paradise	2484
Ocean Walk Shoppes - Daytona Beach, Florida	1685
Unlimited Fun in Daytona Beach, Florida	1029
26th Annual Daytona Beach Biketoberfest Oct. 18-21, 2018	972
Virtual Drive on Daytona Beach	956
Daytona Beach Bandshell Free Summer Concerts	836
Enjoy Daytona Beach, Florida!	777
Angell and Phelps Chocolate Factory in Daytona Beach, Florida	654
Ponce Inlet Lighthouse in Ponce Inlet, Florida	461
Eco Adventures in Daytona Beach, Florida	453



DEMOGRAPHICS

APRIL - MAY 2019

- The ratio of female to male users stayed about the same as last year.
- User age shifted towards older audience with ages 18-24 and 65+ seeing the highest change.



GEOGRAPHIC WEBSITE PERFORMANCE

APRIL - MAY 2019

- The increase in web traffic can be seen across most of the regions with Portland OR having the highest increase out of the top 10 regions (+6,368% YoY).
- Florida visits increased by 24% while non-Florida visits increased 53%.

Region	Sessions
Orlando-Daytona Beach-Melbourne FL	138,907
Atlanta GA	54,884
Portland OR	25,097
New York, NY	20,621
Tampa-St. Petersburg (Sarasota) FL	20,304
Miami-Ft. Lauderdale FL	16,155
Jacksonville FL	11,968
Charlotte NC	11,942
Chicago IL	10,743
London	10,396



WEBSITE CONTENT OVERVIEW

APRIL - MAY 2019

Top Viewed Pages

Page	Pageviews	% of Pageviews
/wide-open-fun/	102,668	8.32%
/	64,908	5.26%
/things-to-do/attractions/	41,689	3.38%
/things-to-do/	35,208	2.85%
/events/	30,740	2.49%
/events/music/bandshell-concerts/	30,494	2.47%
/things-to-do/attractions/boardwalk-pier/	27,758	2.25%
/things-to-do/free/	27,475	2.23%
/events/calendar/	26,611	2.16%
/things-to-do/top-10/	20,063	1.63%

Top Landing Pages

Page	Entrances	% of Entrances
/wide-open-fun/	92,776	15.77%
/	48,087	8.18%
/things-to-do/	26,272	4.47%
/events/	23,705	4.03%
/events/music/bandshell-concerts/	19,493	3.31%
/hotel-deals/	14,775	2.51%
/things-to-do/attractions/	14,664	2.49%
/things-to-do/attractions/boardwalk-pier/	14,254	2.42%
/biketoberfest/	14,194	2.41%
/things-to-do/the-beach/live-webcam/	13,073	2.22%



PAID SOCIAL RESULTS

APRIL - MAY 2019

- Overall, April - May, paid social drove 75,937 Website Sessions with almost 93% of those being new users.
- Website Click Ads continues to outperform all other ad types with a reach of over 4.1 million, almost 9.3 million impressions and 72,797 sessions.
- Captured a total 8,217 leads.

Ad Type	Results	Reach	Impressions	Frequency	Sessions
Website Click Ads	65,471 Landing Page Views	4,108,486	9,295,275	2.26	72,797
Brand Awareness (Instastory)	86,700 Ad Recall Lifts	3,834,703	11,561,074	3.01	1,890
Lead Ads	8,217 Leads	188,050	349,389	1.86	1,250
Like Ads	8,367 Page Likes	141,594	265,456	1.87	
Boosted Posts	95,827 Post Engagements	206,377	255,455	1.24	



PAID SOCIAL RESULTS APRIL - MAY 2019



Daytona Beach Area Convention and Visitors Bureau

Sponsored ·

Save more on your spring family getaway with hotel offers featuring spa packages, extended-stay special rates and more. 🏖️



DAYTONABEACH.COM

Sun, sand & savings | Daytona Beach Hotel Deals

[Learn More](#)

Michelle Latham Hunter, Elden N John Popejoy and 52 others 1 Share

Like

Comment

Share

Best Performing Facebook Ad -
April Hotel Deals Website Click Ad

Reach: 354,548

Impressions: 727,048

Landing Page Views: 6,618

Cost Per Landing Page View: \$.68



INSPIRATION

DIGITAL VIDEO RESULTS | APRIL - MAY

- There were 5,166,503 Completed Video Views for April - May and 9,049,414 impressions.
- The campaign also came in at an average .10% CTR, above the benchmark of .07-.09% and a Cost Per Completed View at \$.03.
- SpotX, an OTT partner, had the highest completed view rates at 96.9% and Atlanta Journal Constitution had the second highest at 90%.

Month	Impressions	Completions	Completion Rate	Clicks	CTR	Sessions	Spend
April	4,331,544	2,109,604	86.7%	4,169	0.10%	3,102	\$116,723
May	4,717,870	3,056,899	92.6%	4,659	0.10%	3,714	\$108,797



ACTIVE EVALUATION DIGITAL DISPLAY RESULTS | APRIL - MAY

- Overall, the digital display banners and native ads performed very well with an average 0.16% CTR and 42,421 Sessions. Benchmark - .07-.09% CTR.
- ADARA, Sojern and Trip Advisor continue to be top CTR performers and Taboola native continues to be the top vendor for visitor guide leads on the website.

Month	Impressions	Clicks	CTR	Sessions	Spend
April	19,986,708	26,984	0.14%	18,998	\$83,020
May	21,060,046	37,088	0.18%	23,423	\$84,059



MEDIA PLACEMENTS FOR JULY-SEPTEMBER 2019

	JULY	AUGUST	SEPTEMBER
DIGITAL	Facebook/Instagram TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party Emails WFTV.com	Facebook/Instagram TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party Emails WFTV.com	Facebook/Instagram TripAdvisor OrlandoSentinel.com ADARA Sojern Conversant Third Party Emails WFTV.com
TV		Orlando Tampa	
PRINT		Toronto Star The Villages Daily Sun	Toronto Star The Villages Daily Sun
OUT-OF-HOME	1-95 Directional Board	1-95 Directional Board	1-95 Directional Board



DAYTONA BEACH EMAIL NET GROWTH OCTOBER 2018 - MAY 2019

Marketing List: 104,335

Current Database: **180,212**
Active Net Growth: **9%**

	October '18	November '18	December '18	January '19	February '19	March '19	April 19'	May '19	Totals
On-Site Form Sign-Up	890	657	794	1,462	1,525	1,508	1,419	1,237	6,836
Facebook Lead Ads	2,241	3,356	1,165	4,689	5,060	3,089	4,154	3,205	24,553
List Import	2,105	997	97	37	32	1,685	561	5,958	4,953
Third Party Emails	2,539	1,073	715	367	2,416	2,173	1,816	1,649	9,283



DAYTONA BEACH TOP PERFORMING EMAIL

Date	5/10/19
Subject Line	Hi, fellow Floridian. We have a special deal for you!
List	Location is Florida
Delivered	9,646
Open rate Ind. Standard 13.3%	29%
CTR Ind. Standard 1.6%	6.7%
Total Clicks	639



We're offering big savings — only for Florida residents. Splash into summer with deals just for you! Easy, breezy vacation savings are a few clicks away! Whether for a quick weekend getaway or a vacation with your entire extended family, save more with these deals that are only for Florida residents.

VIEW DEALS



Daytona Lagoon

From laser tag to waterslides, fun for the entire family awaits at the area's premier water park and family entertainment center!

GET DEALS

Slip, slip, hooray!

Slip and sample craft beers from more than 30 local breweries at the Ormond Beach Beer Festival! Plus, enjoy live entertainment, food vendors and a kids' zone.

LEARN MORE



And, don't miss these fun events while you're here!



LPGA Amateur Golf Association Inaugural Scramble
May 18 & 19

LEARN MORE



ORGANIC SOCIAL MEDIA APRIL - MAY 2019

All social media channels have experienced high levels of engagement and growth - particularly on **Facebook** and **Instagram**.

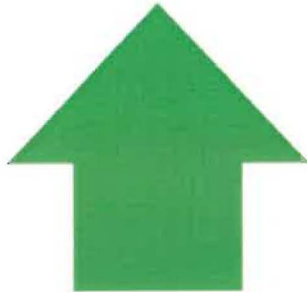
Platform Summary: April 1, 2019 - May 31, 2019

Facebook	Total Fans	Total Engagement	Impressions	Website Visits (Organic Traffic)
	195,051	31,298	22,618,052	8,318
Twitter	Total Followers	Total Engagement	Impressions	Website Visits
	11,658	1,548	110,572	5
Instagram	Total Followers	Total Engagement	Impressions	Website Visits
	9,774	8,807	211,807	134



FACEBOOK RESULTS APRIL - MAY 2019

- Total Facebook Fans = 195,051
- **+40%** vs. period prior '18
- Total Engagements = 31,298
- **+10%** vs. period prior '18
- Total Impressions = 22,618,052
- **+308%** vs. period prior '18
- Organic Web Sessions = 8,318
- **+14%** vs. period prior '18



Top Organic Facebook Post:

Daytona Beach Area Convention and Visitors Bureau was live.
May 29 at 1:41 PM · 🌐

Taking a break to enjoy a little #WaveWednesday in Daytona Beach 🌊

72:59

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 11,000 people.

16,385 People Reached
2,019 Engagements

447 Reactions

96 Comments 92 Shares

[Boost Post](#)

Performance for Your Post

16,385 People Reached

6,870 3-Second Video Views

935 Reactions, Comments & Shares

Reaction	Count	Location	Shares
Like	510	On Post	154 On Shares
Love	189	On Post	22 On Shares
Haha	2	On Post	2 On Shares
Wow	5	On Post	2 On Shares
Sad	2	On Post	0 On Shares
Angry	1	On Post	0 On Shares
Comments	151	On Post	31 On Shares
Shares	96	On Post	4 On Shares

1,084 Post Clicks

Click Type	Count
Clicks to Play	317
Link Clicks	0
Other Clicks	767



HAAA 2019-20 Draft Media Plan

July 9, 2019



PLANNING PARAMETERS



TARGET AUDIENCE

PRIMARY TARGET AUDIENCE:
W25-54 W/
CHILDREN and HHI
\$40-90K

TESTING/NICHE AUDIENCES:
SENIORS/BOOMERS
MILLENNIALS
GEN Z

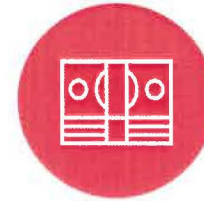


GEOGRAPHY

FLORIDA
ORLANDO, MIAMI,
TAMPA,
JACKSONVILLE

U.S. & CANADA
ATLANTA,
CHARLOTTE,
CHICAGO, NEW
YORK, HOUSTON,
TORONTO

INTERNATIONAL
UNITED KINGDOM



BUDGET & TIMING

BUDGET:
Approx. \$3.5 MILLION

FLIGHT
OCTOBER 1, 2019-
SEPTEMBER 30, 2020



FLIGHTING PER TARGET

Daytona Beach 2019-20 Planning Windows	FOURTH QUARTER 2019			FIRST QUARTER 2020			SECOND QUARTER 2020			THIRD QUARTER 2020		
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
W 25-54, HHI \$40k-\$90k, Children												
Seniors/Boomers (55+)												
Millenials/Gen Z												
International												



MEDIA STRATEGY

- Continue with a multi-layered approach to assist in brand awareness tactics and generate new leads through site visits and Visitors Guide downloads.
- Expand targeted paid social media to include testing Pinterest and Snapchat based on target audience.
- Engage potential visitors through new channels/content opportunities.



MEDIA STRATEGY

- Increase spending in the United Kingdom and Toronto.
- Revise existing media partnerships in new ways in order to make the media work harder for Daytona Beach including expanding the mobile advertising.
- Target additional audiences who have more flexibility with travel throughout the year.



MEDIA KEY PERFORMANCE INDICATORS 19-20 FISCAL YEAR

- Increase lead generation
- Increase time on site
- Increase page views
- Increase Social Media followers on all platforms
- Increase the number of new users to the site
- Lower bounce rate

These indicators will support the overall goal to increase RevPar by 10%



MEDIA REVISIONS/CHANGES YOY

- OTT/CTV has been moved to the digital bucket to optimize across all video placements
- Weather triggered ads have been added through Conversant and Accuweather
- Still evaluating Visit Florida Co-op Opportunities, especially print and International
- Due to the presidential primaries, Television and Cable flights have been shifted slightly

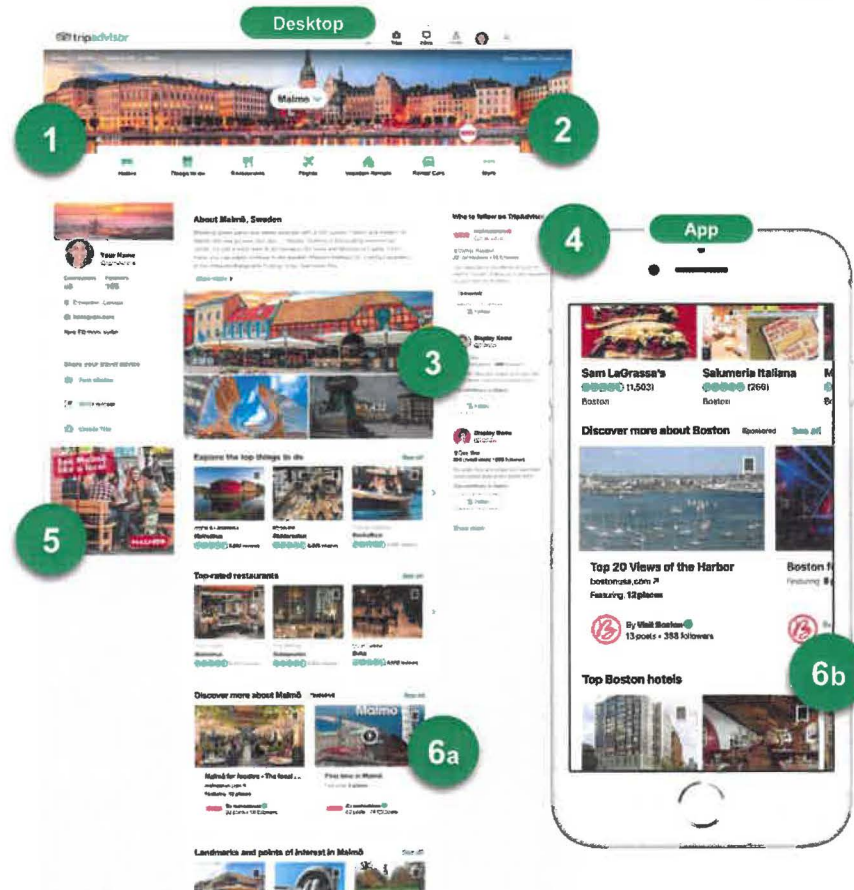


TRIPADVISOR DESTINATION SPONSORSHIP

The New TripAdvisor Destination Sponsorship - What is Included

- 1. Cover photo**
Choose the cover photo that appears at the top of your destination pages for all travelers
- 2. Destination branding**
Brand your destination with an icon, and cross-link to your TripAdvisor social profile
- 3. Feature photos**
Curate first 10 photos in the photo album to showcase your destination to travelers
- 4. Sponsored profile**
Featured slot for your TripAdvisor profile to gain more visibility and followers
- 5. 300 x 250/300 x 600 Ad Placement**
Promote your destination to travelers visiting your destination. Responsive video formats available.
- 6. Discovery carousel***
Highlight a mix of trips, articles, and videos for travelers to discover and engage with while exploring your destination

**Exact placement and design of discovery carousel is subject to change.*



CONVERSANT MOBILE TRIP PLANNER



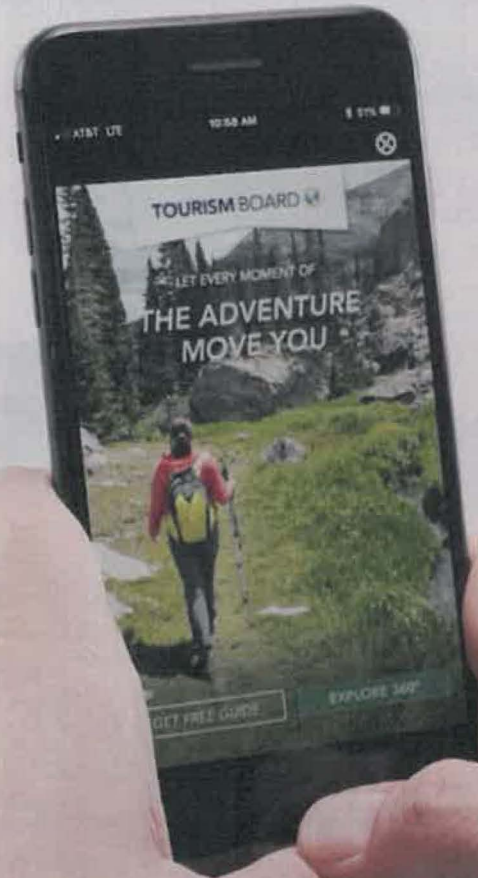
CONVERSANT 360 DEGREE ADS



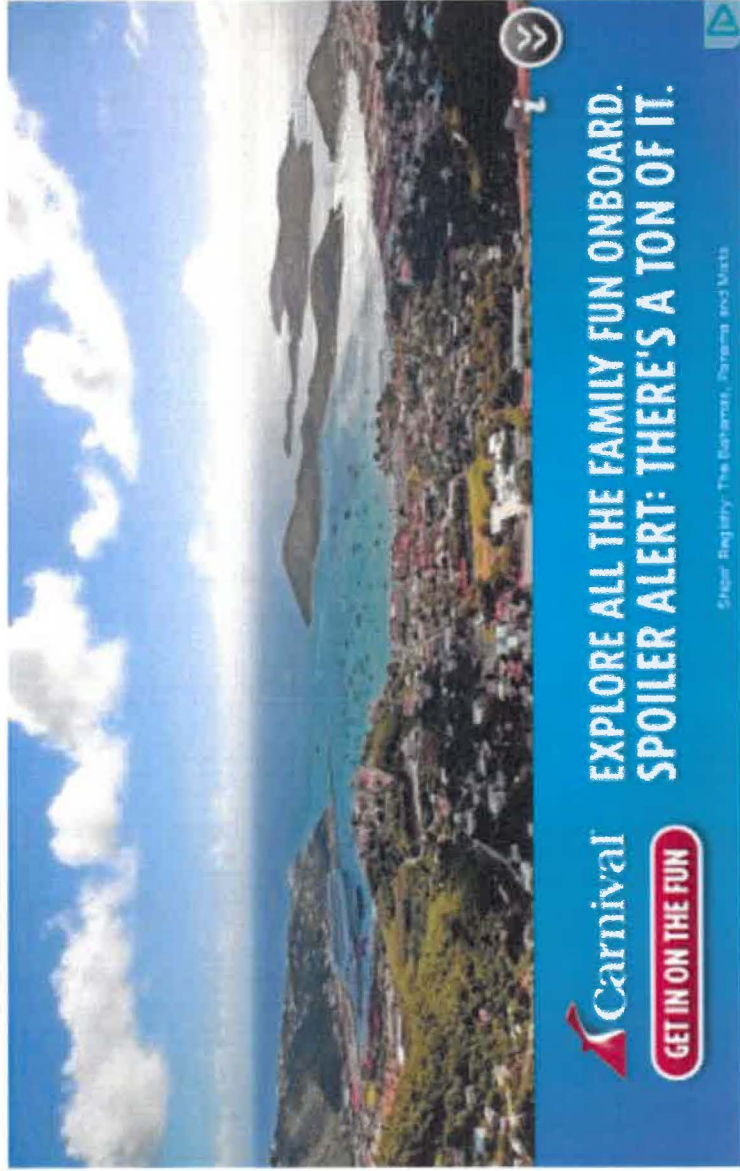
CONVERSANT 



Show Off Every Angle



TRAVEL SPIKE IN-IMAGE VIDEO AND VIDEO CARD



USA TODAY PARAMOUNT AND GRAVITY



Fly Los Angeles to Melbourne on the
Qantas Dreamliner from December 2017

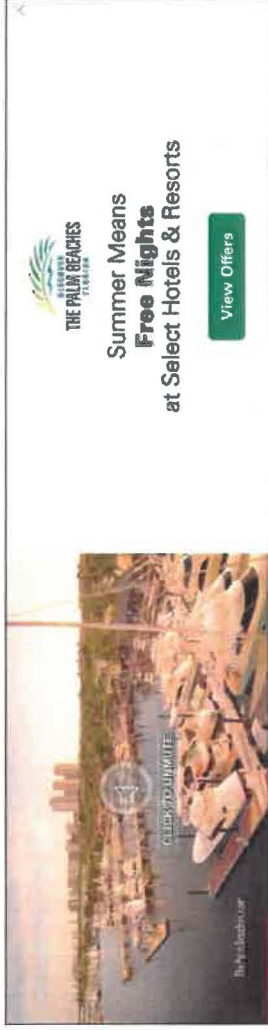
QANTAS MELBOURNE
Spirit of Australia

Book now

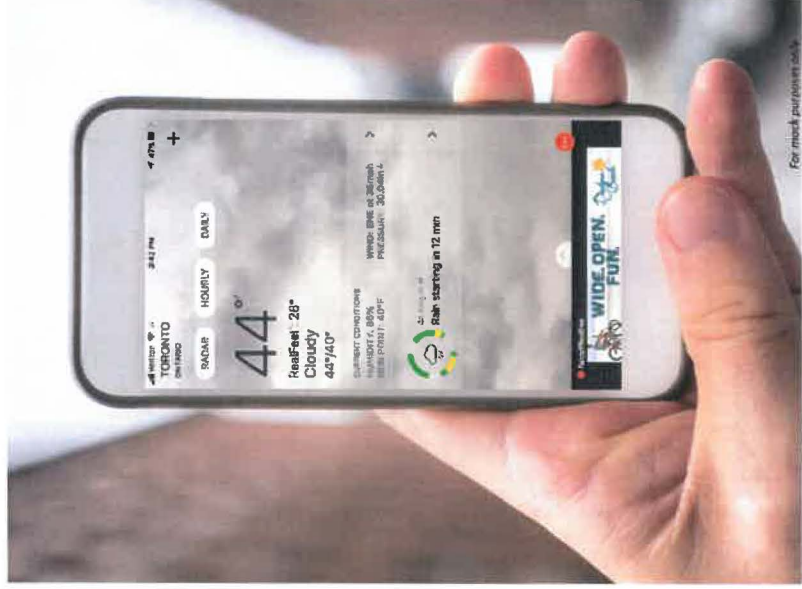
GET THE APP



EXPONENTIAL EXPANDABLE VDX BILLBOARD



ACCUWEATHER CUSTOM BACKGROUND INTEGRATION AND APP ADHESION



SKYNAV INTERACTIVE TOUR



Additional SkyNav Travel-Leisure Examples:

<https://skynav360.com/travel-leisure/>



2019-20 BUDGET ALLOCATION BY TACTIC

19-20 Budget Allocation	Client Cost	%	18-19 %
Paid Social Advertising	\$ 409,000	12%	12%
Digital/OTT	\$ 1,793,991	54%	44%
TV/Cable	\$ 776,688	24%	27%
Radio	\$ 143,969	4%	4%
Print	\$ 143,994	4%	6%
Out-of-Home	\$ 24,556	1%	1%
Total Media Placements	\$ 3,292,197		
Arrivalist/Ad Serving Fees	\$ 215,000		
Total Media Placement & Attribution Fees	\$ 3,507,197		
Contingency Budget	\$ 120,803		

NOTE - OTT Costs were in the TV/Cable Bucket in the '18-19 Media Plan, this is now included in the Digital Bucket.



MEDIA APPROVALS FOR OCTOBER - DECEMBER 2019

	OCTOBER	NOVEMBER	DECEMBER
PAID SOCIAL			
Facebook/Instagram/Pinterest/Snapchat/Twitter	\$ 31,583	\$ 31,583	\$ 31,583
Influencer Marketing	\$ 30,000	\$ -	\$ -
DIGITAL MEDIA			
TripAdvisor	\$ 14,081	\$ 14,081	\$ 14,081
ICON - ADARA	\$ 13,186	\$ 13,186	\$ 11,624
ICON - Sojern	\$ 11,800	\$ 11,800	\$ 11,800
ICON- Taboola	\$ 8,334	\$ 8,334	\$ 8,334
Conversant	\$ 16,667	\$ 16,667	\$ 23,810
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
AJC.com	\$ -	\$ -	\$ 2,300
USA TODAY	\$ -	\$ -	\$ 9,200
WFTV.com/icFlorida	\$ 3,000	\$ 3,000	\$ 1,800
AccuWeather.com	\$ 8,328	\$ 8,384	\$ 8,443
SkyNav Interactive Tour	\$ 24,400	\$ -	\$ -
PRINT			
Visit Florida - DREAMSCAPES	\$ -	\$ 4,720	\$ -
Visit Florida - A Canadian's Guide - Florida Yours to Discover (Explore, Canadian Traveller and CT Magazine SubscribersS)	\$ -	\$ 3,242	\$ 3,242
Toronto Star	\$ -	\$ 6,800	\$ 6,800
The Villages Daily Sun	\$ 3,010	\$ 1,505	\$ 1,505
OUT-OF-HOME			
Lamar Panel 4951	\$ 1,889	\$ 1,889	\$ 1,889
ARRIVALIST/AD SERVING			
Arrivalist	\$ 57,500	\$ -	\$ -
Mighty Hive Third Party Serving Fees - Est based on planned impressions	\$ 3,605	\$ 3,606	\$ 3,764
MONTHLY TOTAL	\$ 230,383	\$ 131,796	\$ 143,174

Total Spend - \$505,353



THANK YOU!